

Message Text

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FOR WASHINGTON COMMERCIAL ACTION GROUP

E.O. 11652: N/A

TAGS: BEXP, KS

SUBJECT: COUNTRY COMMERCIAL PROGRAM, KORTA, SECOND QUARTER FY-76

REF: SEOUL 8617

1. ALL CAMPAIGN TARGETS WERE MET OR EXCEEDED DURING THE
SECOND QUARTER OF FY 1976 CCP FOR KOREA EXCEPTING:

ANNEX "A" METALWORKING:

HEAVY AND CHEMICAL INDUSTRY STATUS REPORT HAS JUST BEEN ISSUED
BY THE ROKG. DUE TO CROWLEY'S UNEXPECTED DEPARTURE AND
LAWLESS'S HOME LEAVE, WE WERE UNABLE TO DEVELOP INFORMATION
INDEPENDENTLY AT AN EARLIER DATE. PROCESSING OF REPORT IS NOW
IN PROGRESS FOR COMPLETION EARLY IN THE THIRD QUARTER. SEOUL
HAS OTHERWISE EXCEEDED THE TARGET FOR THIS CAMPAIGN, AND
IN LINE WITH "OTHER PROJECTS 3.1", TOOK THE USIA COLLECTION OF
METAL CUTTING AND METAL FORMING FILMS TO PUSAN FOR TWO-DAY
SHOWING IN COOPERATION WITH CULTURAL CENTER WHICH ATTRACTED
1130 VISITORS OVER FOUR SESSIONS.

ANNEX "B" PROCESS CONTROL:

COMMERCE WAS UNABLE TO PROCURE THE SCHEDULED TECHNICAL SEMINAR.
WE ARE NOW WAITING FOR COPIES OF PA'S FROM COMMERCE IN ORDER
TO START PROCUREMENT OF A SEOUL SPIN-OFF EVENT FROM APRIL
TOKYO TC EXHIBITION.

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ANNES "C" ELECTRONIC COMPONENTS, PRODUCTION AND TEST EQUIPMENT:

ACTIVITY THIS QUARTER INCLUDED A SERIES OF PLANT VISITS TO DEVELOP T/OS AND ENHANCE U.S. PRESENCE. MARKET RESEARCH FUNDS REQUESTED IN CCP WERE NOT RECEIVED. CONTACTS WITH FINE INSTRUMENTS CENTER WERE INCONCLUSIVE SO UNABLE TO MOUNT A CONCURRENT SHOW.

ANNEX "D" BUSINESS EQUIPMENT:

FIVE BSP'S WERE HELD IN FIRST HALF VERSUS THE TARGET OF ONLY TWO.

ANNEX "G" MAJOR PROJECTS:

SEVEN EARLY WARNINGS WERE SUBMITTED DURING SECOND QUARTER AND TEN IN FIRST QUARTER VERSUS THE TARGET OF FOUR FOR EACH QUARTER. MEETINGS WITH CONSULTANTS HAVE NOT YET TAKEN PLACE. INVENTORY OF MAJOR PROJECTS IS IN PROCESS OF UPDATE, AS IS ANALYSIS OF EXPORT POTENTIAL FOR TC EVENTS.

ANNEX "H" MARKET RESEARCH:

TIR SPECS WERE NOT RECEIVED FROM COMMERCE FOR COMPUTER RESEARCH. THE UPDATE OF ELECTRONIC COMPONENTS, PRODUCTION AND TEST EQUIPMENT RESEARCH WAS NOT STARTED DUE TO LACK OF MARKET RESEARCH FUNDING. MINI-RESEARCH WAS PREPARED FOR HEALTH CARE TECHNICAL SEMINAR WHICH WAS NOT INCLUDED IN CCP.

2. A TOTAL OF THIRTY-FOUR EVENTS FOR 118 U.S. PARTICIPANTS WERE HELD IN SEOUL TRADE CENTER DURING FY 1976 TO DATE WITH 6026 VISITORS OF WHICH 3071 WERE REGISTERED. THIS EFFORT GENERATED 2,338 SALES LEADS, \$791,743 FLOOR SALES AND \$10,058,000 PROJECTED SALES. REPFIND EVENTS WERE PARTICULARLY PRODUCTIVE IN TERMS OF SATISFIED CUSTOMERS.

3. PERSONNEL AND FINANCIAL RESOURCES ARE A CONTINUING PROBLEM AND THE OVERALL COMMERCIAL PROGRAM IS SUFFERING FROM THIS LACK OF ADEQUATE SUPPORT. THE CCP FINANCIAL BUDGET FOR FY 1976 IN AMOUNT OF DOLLARS 28,400 APPROVED BY MISSION, STATE AND COMMERCE BUT ONLY DOLLARS 13,500 ALLOTTED TO DATE;
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OF THE OFFICER SLOTS IN COMMERCIAL SECTION, ONE WAS UNFILLED THROUGHOUT QUARTER.

4. THE DECISION CONTAINED IN STATE 296498 NOT TO FUND THE PROPOSED EXPANDED TRADE CENTER AND NO REPLY TO PARA 4 OF SEOUL 8983 MAKES FORWARD PLANNING FOR THE REMAINDER OF FY 1976 DIFFICULT. THE CCAG FIRMLY BELIEVES ADDITIONAL RESOURCES FOR TRADE PROMOTION PURPOSES ARE ESSENTIAL IF THE

CCP IS TO BE SUCCESSFUL FOR THE REMAINDER OF THE YEAR.
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